

## ORDER



**Orders**  
**Order / Rev:** 706619  
**Alt Order #:** 06278700  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 1536  
**Flight Dates:** 09/18/12 - 09/24/12  
**Original Date / Rev:** 08/15/12 / 08/27/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential,Political,PL-Federal  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/17/12	09/23/12	153	\$236,350.00	\$200,897.50
09/24/12	09/30/12	25	\$36,700.00	\$31,195.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	178	\$273,050.00	\$232,092.50	0.00
<b>Totals</b>	<b>178</b>	<b>\$273,050.00</b>	<b>\$232,092.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WKYC	32%	\$273,050.00
Market	100%	\$853,281.25

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	21%	\$179,189.06
WJW	30%	\$255,984.38
WOIO	15%	\$127,992.19
WUAB	2%	\$17,065.62

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/18/12	09/21/12	Days of Our Lives	CM	1p-2p	- TWTF - -	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
				Days of Our Lives											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -		4				\$500.00		0.00			
E 2	WKYC	09/18/12	09/21/12	M-F 11a-1230p	CM	11a-1230p	- TWTF - -	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
				11a-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -		4				\$250.00		0.00			
E 3	WKYC	09/18/12	09/21/12	Tonight Show	CM	1135p-1237a	- TWTF - -	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
				Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -		4				\$1,200.00		0.00			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKYC	09/18/12	09/21/12	M-F 10-11a M-F 10-11a	CM	10a-11a	- TWTF - -	:30	4	\$400.00	P-1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF - -		4				\$400.00		0.00			
E 5	WKYC	09/18/12	09/21/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	- TWTF - -	:30	4	\$475.00	P-2	0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF - -		4				\$475.00		0.00			
E 6	WKYC	09/18/12	09/21/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF - -	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF - -		4				\$400.00		0.00			
E 7	WKYC	09/18/12	09/21/12	Last Call Last Call w/Carson Daly	CM	135a-205a	- TWTF - -	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF - -		4				\$300.00		0.00			
E 8	WKYC	09/18/12	09/21/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF - -	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF - -		4				\$400.00		0.00			
E 9	WKYC	09/18/12	09/21/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF - -	:30	6	\$450.00	P-2	0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF - -		6				\$450.00		0.00			
E 10	WKYC	09/18/12	09/21/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	6	\$600.00	P-2	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF - -		6				\$600.00		0.00			
E 11	WKYC	09/18/12	09/21/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF - -	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF - -		4				\$175.00		0.00			
E 12	WKYC	09/18/12	09/21/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	8	\$650.00	P-2	0.00	NM	8	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF - -		8				\$650.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	8	NKYC	09/17/12-09/23/12	M-F 5-6a		5a-6a	- TWThF - - - -	:30		<del>(\$650.00)</del>		0.00	NM		
				See MG 12.9											
				[NA/Oversold]											
	9	NKYC	09/23/12-09/23/12	Su 12-1230p		12-1230p /Su	- - - - - Su	:30		\$650.00		0.00	NM		
				Ⓜ MG for 12.8 09/20											
E 13	WKYC	09/18/12	09/21/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF - -		5				\$1,000.00		0.00			
E 14	WKYC	09/18/12	09/21/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	6	\$2,400.00	P-2	0.00	NM	6	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF - -		6				\$2,400.00		0.00			
E 15	WKYC	09/18/12	09/21/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	8	\$1,400.00	P-2	0.00	NM	8	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF - -		8				\$1,400.00		0.00			
E 16	WKYC	09/18/12	09/21/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTF - -	:30	6	\$3,500.00	P-2	0.00	NM	6	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	- TWTF - -		6				\$3,500.00		0.00			
E 17	WKYC	09/18/12	09/21/12		CM	7-730p	- TWTF - -	:30	6	\$2,400.00	P-2	0.00	NM	6	\$14,400.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 7-730p Channel 3 News at 7P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF - -	6		\$2,400.00		0.00						
E 18	WKYC	09/18/12	09/21/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	16	\$1,400.00	P-2	0.00	NM	16	\$22,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF - -	16		\$1,400.00		0.00						
E 19	WKYC	09/18/12	09/21/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF - -	:30	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF - -	4		\$2,400.00		0.00						
E 20	WKYC	09/18/12	09/21/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- TWTF - -	:30	8	\$600.00	P-2	0.00	NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF - -	8		\$600.00		0.00						
E 21	WKYC	09/18/12	09/22/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTF - -	:30	7	\$2,400.00	P-2	0.00	NM	7	\$16,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF - -	7		\$2,400.00		0.00						
E 22	WKYC	09/21/12	09/21/12	Fri Prime C Fri Prime C	CM	10-11p	- - - - F - -	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- - - - F - -	1		\$5,000.00		0.00						
E 23	WKYC	09/24/12	09/24/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M - - - - -	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	M - - - - -	1		\$10,000.00		0.00						
E 24	WKYC	09/22/12	09/23/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	- - - - - SS	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- - - - - SS	2		\$2,400.00		0.00						
E 25	WKYC	09/22/12	09/22/12	Sat Prime C Sat Prime C	CM	10-11p	- - - - - S -	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- - - - - S -	1		\$2,400.00		0.00						
E 26	WKYC	09/22/12	09/22/12	Sat 1030a-11a Sat 1030-11a	CM	Sat 1030-11a	- - - - - S -	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- - - - - S -	1		\$350.00		0.00						
E 27	WKYC	09/22/12	09/22/12	630A-7A Chris Matthews Show	CM	630a-7a	- - - - - S -	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- - - - - S -	1		\$1,000.00		0.00						
E 28	WKYC	09/22/12	09/22/12	Sat 7-8p Sat 7-8p	CM	7-8p	- - - - - S -	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- - - - - S -	1		\$650.00		0.00						
E 29	WKYC	09/22/12	09/22/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	- - - - - S -	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- - - - - S -	2		\$1,400.00		0.00						
E 30	WKYC	09/22/12	09/22/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	- - - - - S -	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- - - - - S -	3		\$1,400.00		0.00						
E 31	WKYC	09/23/12	09/23/12	Meet the Press Meet the Press	CM	1030a-1130a	- - - - - S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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E 31	WKYC	09/23/12	09/23/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$5,000.00		0.00				
E 32	WKYC	09/23/12	09/23/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$2,400.00		0.00				
E 33	WKYC	09/23/12	09/23/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$650.00		0.00				
E 34	WKYC	09/23/12	09/23/12	5A-530A Hometime	CM	5a-530a	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$300.00		0.00				
E 35	WKYC	09/23/12	09/23/12	530A-6A America's Black Forum	CM	530a-6a	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$300.00		0.00				
E 36	WKYC	09/23/12	09/23/12	NFL Pregame Show NFL Pre-Game	CM	NFL Pre-Game (7:00 PM-8:00 PM)	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$3,000.00		0.00				
E 37	WKYC	09/23/12	09/23/12	NFL Pregame Show NFL Pre-Game	CM	NFL Pre-Game (7:00 PM-8:00 PM)	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$3,000.00		0.00				
E 38	WKYC	09/23/12	09/23/12	NFL Regular Season Fo NFL Football	CM	NFL Football (8:00 PM-11:00 PM)	-----S	:30	2	\$8,500.00	P-2	0.00	NM	2	\$17,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			2		\$8,500.00		0.00				
E 39	WKYC	09/23/12	09/23/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			2		\$1,400.00		0.00				
E 40	WKYC	09/23/12	09/23/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			3		\$1,400.00		0.00				
E 41	WKYC	09/20/12	09/20/12	Thu Prime C Thu Prime C	CM	10-11p	---T---	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	---T---			1		\$10,000.00		0.00				
E 42	WKYC	09/20/12	09/20/12	Thu Prime A Thu Prime A	CM	8-9p	---T---	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	---T---			1		\$3,500.00		0.00				
E 43	WKYC	09/18/12	09/18/12	Tue Prime C Tue Prime C	CM	10-11p	-T-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-T-----			1		\$4,500.00		0.00				
E 44	WKYC	09/18/12	09/18/12	Tue Prime A Tue Prime A	CM	8-9p	-T-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-T-----			1		\$5,000.00		0.00				
E 45	WKYC	09/19/12	09/19/12	Wed Prime B Wed Prime B	CM	9-10p (9:00 PM-10:00 PM)	--W----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 706619  
 Alt Order #: 06278700  
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 45	WKYC	09/19/12	09/19/12	Wed Prime B Wed Prime B	CM	9-10p (9:00 PM-10:00 PM)	--W----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W----		1			\$6,000.00			0.00			
E 46	WKYC	09/24/12	09/24/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1			\$500.00			0.00			
E 47	WKYC	09/24/12	09/24/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1			\$250.00			0.00			
E 48	WKYC	09/24/12	09/24/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1			\$1,200.00			0.00			
E 49	WKYC	09/24/12	09/24/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1			\$400.00			0.00			
E 50	WKYC	09/24/12	09/24/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1			\$475.00			0.00			
E 51	WKYC	09/24/12	09/24/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1			\$400.00			0.00			
E 52	WKYC	09/24/12	09/24/12	Last Call Last Call w/Carson Daly	CM	135a-205a (1:35 AM-2:05 AM)	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1			\$300.00			0.00			
E 53	WKYC	09/24/12	09/24/12	M-F 2-3p Rachel Ray	CM	2-3p	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1			\$400.00			0.00			
E 54	WKYC	09/24/12	09/24/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1			\$175.00			0.00			
E 55	WKYC	09/24/12	09/24/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		2			\$650.00			0.00			
E 56	WKYC	09/24/12	09/24/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1			\$1,000.00			0.00			
E 57	WKYC	09/24/12	09/24/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1			\$2,400.00			0.00			
E 58	WKYC	09/24/12	09/24/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		2			\$1,400.00			0.00			
E 59	WKYC	09/24/12	09/24/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

Order / Rev: 706619  
 Alt Order #: 06278700  
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 59	WKYC	09/24/12	09/24/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$3,500.00	P-2	0.00 NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		1			\$3,500.00		0.00			
E 60	WKYC	09/24/12	09/24/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$2,400.00	P-2	0.00 NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		1			\$2,400.00		0.00			
E 61	WKYC	09/24/12	09/24/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	4	\$1,400.00	P-2	0.00 NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		4			\$1,400.00		0.00			
E 62	WKYC	09/24/12	09/24/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$2,400.00	P-2	0.00 NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		1			\$2,400.00		0.00			
E 63	WKYC	09/24/12	09/24/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	2	\$600.00	P-2	0.00 NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		2			\$600.00		0.00			
Totals													178	\$273,050.00